

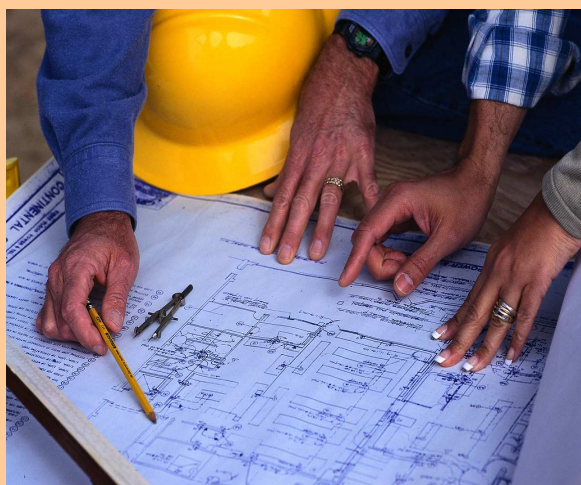
Strategies for a Healthy, Active New Jersey: *Work Sites and Businesses*

Increase the number of businesses that accommodate breastfeeding employees (using the Business Case for Breastfeeding as a resource).



Expand the number of New Jersey-based companies participating in the *Children's Food and Beverage Advertising Initiative*. The Initiative includes a pledge that at least 50 percent of advertising aimed at children under 12 will be about healthy food choices, and that there will be no food or beverage advertising in elementary schools.

Create a New Jersey-specific initiative that covers all forms of advertising and involves a wide variety of local and regional food retailers.



Identify and disseminate model worksite wellness programs/policies.